



Utsav' online sales campaign is Superhit

Hope you all will recall previous articles in which we had explained about 'Utsav', our online marketing campaign. It was envisaged to boost sales through www.kudumbashreebazaar.com, the online marketing portal of Kudumbashree. Utsav was held from 4-19 November. We organised such an online trade fair for the first time. We are happy to let you all know that the first season of 'Utsav' was a great success. Through this activity, we were able to make the best online marketing possible. In addition to sales, we were able to give training/ information about online marketing to our entrepreneurs. Also, by doing various activities related to online marketing, our team was able to gain insights about various aspects of the online market. Through this trade fair held from 4th to 30th sales of Rs. 12,45,033 was recorded.

142 units from 14 districts across the state registered in Utsav by offering discounts for their products. Out of these units, 133 entrepreneurs had received orders during the campaign. 834 products uploaded by 142 enterprises were floated for sale through this online portal with many discounts. These products received 7492 orders. Through

this, income of Rs. 12,45,033 was also recorded. Though our target was to achieve 10,000 orders, we consider getting 7492 orders as a great achievement. Through this online marketing campaign, kudumbashree products were introduced to many new customers. And, some of them approached us to buy these products in bulk quantities. This reflects success of 'Utsav'.

Kannur district team showcased best performance in 'Utsav' Campaign. Kannur district ensure registration of maximum enterprises (36) in the campaign; also they ranked high when considering the number of products (122) uploaded. Kannur earned maximum number of orders (1538) and registered maximum sales (Rs 2,46,742). Ernakulam, Thrissur, Kozhikode and Kottayam districts also did well to coordinate. 1148 orders was received for enterprises from Ernakulam district. 1146 orders were received from Thrissur. Also, 688 orders was received from Kozhikode district and 313 orders were received from Kottayam district.

First of all, appreciations to the district teams, who

took initiative to inform entrepreneurs about 'Utsav' and made them part of this novel initiative. Special thanks to the Postal Department who extended the services of delivering the products to the customers. Also, thanks to the team who supported the web application. We also wish to thank our entrepreneurs for their willingness

to upload their products with discount in our site for the 'Utsav' campaign. Finally, we thank all those who came forward to buy our products. Hope you all will continue buying products through our online portal (www.kudumbashreebazaar.com).